Complete Stakeholders Report (Owner names listed are the reporting representatives of the stakeholder groups/organizations using this on-line reporting system)

FY 2010 Q4 (Apr-June 2010) Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality Report Settings

Display Depth:	* Show All *	Status Filter: * St	now All *				
Showing Tactics:	No	Tag Filter: * Sh	now All *				
Review Sta	atus Symbols	s Legend					
First Colum	nn:						
Strategy Sta	atus: ★ Ahead	d of Plan 🔾	On Track	⊗ Behind I	Plan 🛑 Off	Track 🟓 C	Change
Tactic Start	Status: O	Started on T	ïme 🛚 🛇 S	tarted Late	Incomp	olete	
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Strategy Tre	end: 1 Gett	ing Better	→ Staying	the Same	♣ Getting Y	Worse	
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Third Colur	nn:						
Strategy Fu	ture Concern:	L Low	Concern	M Medium	Concern	H High Con	cern
Tactic Final	Status: O	Completed	on Time(Complete	d Late 🛑 lı	ncomplete	
√ Completed	· ·	On Hold	×	Cancelled			

Objective or Strategy	Creation Status	Owner	Revi	iew S	tatus
1.0: Turning the Montana Tourism and recreation Vision into reality	Ø	Victor Bjornberg	O	+	М
1.1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.	0	Victor Bjornberg	0	1	М
1.1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.	0	Victor Bjornberg	0	1	L
1.1.1.1: Expand public-private marketing partnerships with tourism businesses and attractions	0	Victor Bjornberg	0	1	L
1.1.1.1.1: Travel Montana expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Pam Gosink	0	1	Н
1.1.1.1.2: Custer Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Nick Mann	?	?	?
1.1.1.1.3: Glacier Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Racene Friede	?	?	?
1.1.1.1.4: Gold West Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Sarah Bannon	?	?	?
1.1.1.1.5: Missouri River Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Carla Hunsley	0	1	М
1.1.1.1.6: Russell Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Gayle Fisher	?	?	?
1.1.1.1.7: Yellowstone Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Robin Hoover	?	?	?
1.1.1.1.8: Big Sky CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Marne Hayes	?	?	?
1.1.1.1.9: Billings CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Joan Kronebusch	?	?	?
1.1.1.1.10: Bozeman CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Cyndy Andrus	?	?	?
1.1.1.1.10.1: Work with community partners to leverage bed tax funds.		Cyndy Andrus	?	?	?
1.1.1.1.11: Butte CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Sara Rowe	?	?	?
1.1.1.1.12: Flathead CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Diane Medler	?	?	?
1.1.1.1.13: Great Falls CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Sarah Converse	?	?	?
1.1.1.1.14: Helena CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Mike Mergenthaler	?	?	?
1.1.1.1.15: Miles City CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	John Laney	?	?	?
1.1.1.1.16: Missoula CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Barbara Ann Neilan	?	?	?
1.1.1.1.17: West Yellowstone CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Marysue Costello	?	?	?

Objective or Strategy	Creation Status	Owner	Revi	ew S	tatus
1.1.1.1.18: Whitefish CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Jan Metzmaker	?	?	?
1.1.1.2: Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowshoeing, snownobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Victor Bjornberg	0	1	L
1.1.1.2.1: Travel Montana continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	0	Pam Gosink	0	1	~
seeking a "snow experience". 1.1.1.2.2: Custer Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	0	Nick Mann	?	?	?
seeking a "snow experience". 1.1.1.2.3: Glacier Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	0	Racene Friede	?	?	?
seeking a "snow experience". 1.1.1.2.4: Gold West Country continue winter marketing, promoting Montana as a superb destination for		Sarah Bannon	?	?	?
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0				
1.1.1.2.5: Missouri River Country continue winter marketing, promoting Montana as a superb destination for ice fishing, and families and groups simply seeking a "snow experience".	0	Carla Hunsley	?	?	?
1.1.1.2.6: Russell Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Gayle Fisher	?	?	?
1.1.1.2.7: Yellowstone Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Robin Hoover			~
1.1.1.2.8: Big Sky CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Marne Hayes	?	?	?
1.1.1.2.9: Billings CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Joan Kronebusch	?	?	?
1.1.1.2.10: Bozeman CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	0	Cyndy Andrus	?	?	?
seeking a "snow experience". 1.1.1.2.11: Butte CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a	0	Sara Rowe	?	?	?
"snow experience". 1.1.1.2.12: Flathead CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	0	Diane Medler	?	?	?
seeking a "snow experience". 1.1.1.2.13: Great Falls CVB continue winter marketing, promoting Montana as a superb destination for		Sarah Converse	?	?	?
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience". 1.1.1.2.14: Helena CVB continue winter marketing, promoting Montana as a superb destination for skiing,	0	Mike Mergenthaler	?	?	?
snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience". 1.1.1.2.15: Miles City CVB continue winter marketing, promoting Montana as a superb destination for	0	John Langu	?	?	?
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	John Laney			
1.1.1.2.16: Missoula CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Barbara Ann Neilan	?	?	?
1.1.1.2.17: West Yellowstone CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Marysue Costello	?	?	?
1.1.1.2.18: Whitefish CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	0	Jan Metzmaker	?	?	?
seeking a "snow experience". 1.1.1.3: Attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Victor Bjornberg	8	1	м
1.1.1.3.1: Custer Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	ō	Nick Mann	?	?	?
1.1.1.3.2: Glacier Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Racene Friede	?	?	?
1.1.1.3.3: Gold West Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Sarah Bannon	?	?	?
1.1.1.3.4: Missouri River Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Carla Hunsley			~
1.1.1.3.5: Russell Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Gayle Fisher	?	?	?
1.1.1.3.6: Yellowstone Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Robin Hoover			6
1.1.1.3.7: Big Sky CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Marne Hayes	?	?	?
1.1.1.3.8: Billings CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Joan Kronebusch	?	?	?
1.1.1.3.9: Bozeman CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Cyndy Andrus	?	?	?
1.1.1.3.10: Butte CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Sara Rowe	?	?	?

Objective or Strategy	Creatior Status	Owner	Rev	iew S	Statu
1.1.1.3.11: Flathead CVB attend consumer travel shows that target specific high value, low impact	0	Diane Medler	?	?	?
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.1.3.12: Great Falls CVB attend consumer travel shows that target specific high value, low impact profits the profit of the	ō	Sarah Converse	?	?	?
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact marke Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).		Mike Mergenthaler	?	?	?
1.1.1.3.14: Miles City CVB attend consumer travel shows that target specific high value, low impact	ō	John Laney	?	?	?
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.3.15: Missoula CVB attend consumer travel shows that target specific high value, low impact	ō	Barbara Ann Neilar	1 ?	?	?
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.1.3.16: West Yellowstone CVB attend consumer travel shows that target specific high value, low	ō	Marysue Costello	?	?	?
impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.1.3.17: Whitefish CVB attend consumer travel shows that target specific high value, low impact	0	Jan Metzmaker	?	?	?
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.4: Continue marketing to international travelers. Work with RMI to provide annual reports on Montana		Victor Bjornberg			+
roduct on the shelf in the overseas markets.Educate Montana suppliers, Share leads, semi-annual report bout media value	_		O	1	L
1.1.1.4.1: Travel Montana continue marketing to international travelers. Work with RMI to provide annua reports on Montana product 'on the shelf' in the overseas markets. Educate Montana suppliers, Share leads, semi-annual reports about media value	0	Pam Gosink	0	→	Н
1.1.1.4.2: ITRR tracks overseas visitation to Montana and growth of travel product	0	Christine Oschell	?	?	?
.1.1.5: Enhance tracking and reporting of results and return on investment (ROI) from state, regional, and VB advertising efforts.	0	Victor Bjornberg	0	1	M
1.1.1.5.1: Travel Montana enhance tracking and reporting of results and return on investment (ROI) fror state, regional, and CVB advertising efforts.	0	Pam Gosink	0	t	Н
1.1.1.5.2: Custer Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Nick Mann	?	?	?
state, regional, and CVB advertising efforts. 1.1.1.5.3: Glacier Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	_	Racene Friede	?	?	?
1.1.1.5.4: Gold West Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Sarah Bannon	?	?	?
1.1.1.5.5: Missouri River Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Carla Hunsley	0	1	L
1.1.1.5.6: Russell Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	n O	Gayle Fisher	?	?	?
1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment (ROI from state, regional, and CVB advertising efforts.) 0	Robin Hoover	?	?	?
1.1.1.5.8: Big Sky CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Marne Hayes	?	?	?
1.1.1.5.9: Billings CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Joan Kronebusch	?	?	?
1.1.1.5.10: Bozeman CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	n O	Cyndy Andrus	?	?	?
1.1.1.5.11: Butte CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Sara Rowe	?	?	?
1.1.1.5.12: Flathead CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Diane Medler	?	?	1
1.1.1.5.13: Great Falls CVB enhance tracking and reporting of results and return on investment (ROI) for state, regional, and CVB advertising efforts.	om O	Sarah Converse	?	?	7
1.1.1.5.14: Helena CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Mike Mergenthaler	?	?	?
1.1.1.5.15: Miles City CVB enhance tracking and reporting of results and return on investment (ROI) frostate, regional, and CVB advertising efforts.	0	John Laney	?	?	?
1.1.1.5.16: Missoula CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Barbara Ann Neilar	?	?	
1.1.1.5.17: West Yellowstone CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Marysue Costello	?	?	?
1.1.1.5.18: Whitefish CVB enhance tracking and reporting of results and return on investment (ROI) fror state, regional, and CVB advertising efforts.	0	Jan Metzmaker	?	?	
2: Promote Montana to targeted groups and events, emphasizing offpeak season.	0	Victor Bjornberg	0	1	h
.1.2.1: Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, apping the standards and resources of the Destination Marketing Association International (DMAI) and/or ne Western Association of CVBs (WACVB).	0	Victor Bjornberg	\otimes	→	N
1.1.2.1.1: Big Sky CVB amplify targeted sales and marketing to attract groups, meetings, and conference to Montana, tapping the standards and resources of the Destination Marketing Association International		Marne Hayes	?	?	1
 (DMAI) and/or the Western Association of CVBs (WACVB). 1.1.2.1.2: Billings CVB amplify targeted sales and marketing to attract groups, meetings, and conference to Montana, tapping the standards and resources of the Destination Marketing Association International 		Joan Kronebusch	?	?	1
 (DMAI) and/or the Western Association of CVBs (WACVB). 1.1.2.1.3: Bozeman CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association 	_	Cyndy Andrus	?	?	7
International (DMAI) and/or the Western Association of CVBs (WACVB). 1.1.2.1.4: Butte CVB amplify targeted sales and marketing to attract groups, meetings, and conferences		Sara Rowe	?	?	?
Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	O				
1.1.2.1.5: Flathead CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association	0	Diane Medler	?	?	9

Objective or Strategy	Creation Status	Owner	Revi	ew S	Statu
1.1.2.1.6: Great Falls CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Sarah Converse	?	?	?
1.1.2.1.7: Helena CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Mike Mergenthaler	?	?	?
1.1.2.1.8: Miles City CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	John Laney	?	?	?
1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Barbara Ann Neilan	?	?	?
1.1.2.1.10: West Yellowstone CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to MT, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Marysue Costello	?	?	?
1.1.2.1.11: Whitefish CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Jan Metzmaker	?	?	?
1.1.2.2: Work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Victor Bjornberg	•	1	L
1.1.2.2.1: Travel Montana work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Pam Gosink	•	1	L
1.1.2.2.2: Custer Country work with local sports groups/clubs to attract regional and national sports	O	Nick Mann	?	?	?
competitions in off-peak seasons. 1.1.2.2.3: Glacier Country work with local sports groups/clubs to attract regional and national sports	ō	Racene Friede	?	?	?
competitions in off-peak seasons. 1.1.2.2.4: Gold West Country work with local sports groups/clubs to attract regional and national sports	0	Sarah Bannon	?	?	?
competitions in off-peak seasons. 1.1.2.2.5: Missouri River Country work with local sports groups/clubs to attract regional and national	0	Carla Hunsley	?	?	?
sports competitions in off-peak seasons. 1.1.2.2.6: Russell Country work with local sports groups/clubs to attract regional and national sports	0	Gayle Fisher	?	?	?
competitions in off-peak seasons. 1.1.2.2.7: Yellowstone Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	ō	Robin Hoover			•
1.1.2.2.8: Big Sky CVB work with local sports groups/clubs to attract regional and national sports	ō	Marne Hayes	?	?	?
competitions in off-peak seasons. 1.1.2.2.9: Billings CVB work with local sports groups/clubs to attract regional and national sports	ō	Joan Kronebusch	?	?	?
competitions in off-peak seasons. 1.1.2.2.10: Bozeman CVB work with local sports groups/clubs to attract regional and national sports	ō	Cyndy Andrus	?	?	?
competitions in off-peak seasons. 1.1.2.2.11: Butte CVB work with local sports groups/clubs to attract regional and national sports	+	Sara Rowe	?	?	?
competitions in off-peak seasons. 1.1.2.2.12: Flathead CVB work with local sports groups/clubs to attract regional and national sports	0	Diane Medler	?	?	?
competitions in off-peak seasons. 1.1.2.2.13: Great Falls CVB work with local sports groups/clubs to attract regional and national sports	0	Sarah Converse	?	?	?
competitions in off-peak seasons.	0				
1.1.2.2.14: Helena CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Mike Mergenthaler	?	?	?
1.1.2.2.15: Miles City CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	John Laney	?	?	?
1.1.2.2.16: Missoula CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Barbara Ann Neilan	?	?	?
1.1.2.2.17: West Yellowstone CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Marysue Costello	?	?	?
1.1.2.2.18: Whitefish CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Jan Metzmaker	?	?	?
1.1.2.3: Continue to promote Montana as a film location and consider enhanced incentives for film productio in Montana. Monitor incentive programs in surrounding states, provinces, and worldwide.	0	Sten Iversen	0	1	L
1.1.2.3.1: Montana Film Office continue to promote Montana as a film location and consider enhanced incentives for film production in Montana. Monitor incentive programs in surrounding states, provinces, and worldwide.	0	Sten Iversen	0	†	L
1.1.2.4: Target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Susan Buhr	0	1	М
1.1.2.4.1: Travel Montana target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Susan Buhr	0	t	L
1.1.2.4.2: Custer Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Nick Mann	?	?	?
1.1.2.4.3: Glacier Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Racene Friede	?	?	?
1.1.2.4.4: Gold West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Sarah Bannon	?	?	?
1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Carla Hunsley	8	+	М
1.1.2.4.6: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Gayle Fisher	?	?	?
1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Robin Hoover	?	?	?
1.1.2.4.8: Big Sky CVB target travel media to increase the visibility of Montana as a leisure travel	0	Marne Hayes	?	?	?

Objective or Strategy Creation Status	Revi	iew S	Statu
lings CVB target travel media to increase the visibility of Montana as a leisure travel Joan Kronebusch	?	?	?
Proactively pitch Montana press releases and story ideas to travel media. Ozeman CVB target travel media to increase the visibility of Montana as a leisure travel Proactively pitch Montana press releases and story ideas to travel media. Cyndy Andrus	?	?	?
utte CVB target travel media to increase the visibility of Montana as a leisure travel Proactively pitch Montana press releases and story ideas to travel media. Sara Rowe	?	?	?
lathead CVB target travel media to increase the visibility of Montana as a leisure travel Proactively pitch Montana press releases and story ideas to travel media. Diane Medler	?	?	?
Freat Falls CVB target travel media to increase the visibility of Montana as a leisure travel Proactively pitch Montana press releases and story ideas to travel media. Sarah Converse	?	?	?
lelena CVB target travel media to increase the visibility of Montana as a leisure travel Mike Mergenthale	er ?	?	?
Proactively pitch Montana press releases and story ideas to travel media. files City CVB target travel media to increase the visibility of Montana as a leisure travel Proactively pitch Montana press releases and story ideas to travel media. John Laney	?	?	?
fissoula CVB target travel media to increase the visibility of Montana as a leisure travel Barbara Ann Neil	an ?	?	?
Vest Yellowstone CVB target travel media to increase the visibility of Montana as a leisure Marysue Costello	?	?	?
Whitefish CVB target travel media to increase the visibility of Montana as a leisure travel Jan Metzmaker	?	?	?
Proactively pitch Montana press releases and story ideas to travel media. Lee to target tour operators to bring group tours and packaged vacations to Montana. Pam Gosink	Ø	1	N
avel Montana to target tour operators to bring group tours and packaged vacations to Pam Gosink	?	?	?
ster Country to target tour operators to bring group tours and packaged vacations to Nick Mann	?	?	?
acier Country to target tour operators to bring group tours and packaged vacations to Racene Friede	?	?	?
old West Country to target tour operators to bring group tours and packaged vacations to Sarah Bannon	?	?	7
ssouri River Country to target tour operators to bring group tours and packaged vacations to Carla Hunsley	?	?	1
issell Country to target tour operators to bring group tours and packaged vacations to Gayle Fisher	?	?	1
llowstone Country to target tour operators to bring group tours and packaged vacations to Robin Hoover	?	?	+
g Sky CVB to target tour operators to bring group tours and packaged vacations to Montana. Marne Hayes	?	?	1
lings CVB to target tour operators to bring group tours and packaged vacations to Montana. Joan Kronebusch	?	?	1
ozeman CVB to target tour operators to bring group tours and packaged vacations to Cyndy Andrus	?	?	1
utte CVB to target tour operators to bring group tours and packaged vacations to Montana. Sara Rowe	?	?	
lathead CVB to target tour operators to bring group tours and packaged vacations to Diane Medler	?	?	
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Vest Yellowstone CVB to target tour operators to bring group tours and packaged vacations to Marysue Costello	?	?	
/hitefish CVB to target tour operators to bring group tours and packaged vacations to Jan Metzmaker	?	?	1
oratively with other tourism marketing partners to plan and implement priority marketing Victor Bjornberg	0	1	N
Montana host an annual Marketing Plan meeting between Travel Montana, Regions, CVBs, ry Council, MTTA, and other state/federal agencies involved in tourism and recreation, to marketing planning process.	0	→	ı
ent the new Montana tourism brand to enhance the state's image and message in priority Pam Gosink	0	1	N
avel Montana implement the new Montana tourism brand to enhance the state's image and O Pam Gosink briority markets.	0	t	ŀ
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oriority markets. In the state of the state	?	?	1
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Illowstone Country implement the new Montana tourism brand to enhance the state's image Robin Hoover	?	?	1
Sky CVR implement the new Montana tourism brand to enhance the state's image and	?	?	1
priority markets.			

Creation Owner Review S	Objective or Strategy	Statu
	message in priority markets.	Ļ
e the state's image and OCyndy Andrus ? ?	1.1.3.2.10: Bozeman CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	?
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	message in priority markets. 1.1.3.2.12: Flathead CVB implement the new Montana tourism brand to enhance the state's image and	?
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ce the state's image and Sarah Converse??	1.1.3.2.13: Great Falls CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	?
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	message in priority markets. 1.1.3.2.15: Miles City CVB implement the new Montana tourism brand to enhance the state's image and	?
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e the state's image and Barbara Ann Neilan ? ?	1.1.3.2.16: Missoula CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	?
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	message in priority markets. 1.1.3.2.19: MTTA implement the new Montana tourism brand to enhance the state's image and message	-
, ,	in priority markets.	X
eting capacity and O Victor Bjornberg	1.1.3.3: Conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	М
	1.1.3.3.1: Travel Montana conduct educational workshops, presentations, and webinars to build marketing	М
noss partitors.	capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.2: Custer Country conduct educational workshops, presentations, and webinars to build marketin.	?
ness partners.	capacity and awareness, and showcase successes, among community and business partners.	<u> </u>
	1.1.3.3.3: Glacier Country conduct educational workshops, presentations, and webinars to build marketin capacity and awareness, and showcase successes, among community and business partners.	?
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nd webinars to build Robin Hoover ? ?	1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners	?
y and business partners.	1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing	?
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	1.1.3.3.9: Billings CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	,
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	1.1.3.3.16: Missoula CVB conduct educational workshops, presentations, and webinars to build marketin capacity and awareness, and showcase successes, among community and business partners.	?
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	capacity and awareness, and showcase successes, among community and business partners.	Ĺ
	1.1.3.3.19: MTTA conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	3
Identify key Pam Gosink	1.1.3.4: Create cooperative marketing campaigns between agriculture and tourism. Identify key	м
partierships.	businesses/trade groups in agriculture and tourism, and form marketing/advertising partnerships. 1.1.4: Improve Montana's Visitor Information System to extend visitor stays and spending.	. T
V	1.1.4.1: Create a database inventory of visitor information system (VIS) components available statewide	М
<u> </u>	1.1.4.2: Establish criteria for "officially-designated" visitor information sites/services, foster more collaboration	?
nesses to leverage	between agency/private visitor services. Link VICs, museums, attractions, and businesses to leverage resources, provide quality service statewide.	
ng regional familiarization Pam Gosink	1.1.4.3: Provide advanced training for all Visitor Information Centers (VICs), including regional familiarization	М
	tours for state/federal/regional/tribal/local information staff and volunteers.	
	1.1.4.3.1: Travel Montana provide advanced training for its statewide Visitor Information Centers (VICs), including regional familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	?
	1.1.4.3.2: Custer Country provide advanced training for Visitor Information Centers (VICs) in its region,	?
ii aliu voiunteers.	including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.3: Glacier Country provide advanced training for Visitor Information Centers (VICs) in its region,	?
	including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	1

Objective or Strategy	Creation Status	Owner	Revi	ew S	Stati
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Carla Ulivada	?	•	?
1.1.4.3.5: Missouri River Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers	0	Carla Hunsley		?	
1.1.4.3.6: Russell Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Gayle Fisher	?	?	1
1.1.4.3.7: Yellowstone Country provide advanced training for Visitor Information Centers (VICs) in its	0	Robin Hoover			1
region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers 1.1.4.3.8: Big Sky CVB provide advanced training for Visitor Information Centers (VICs) in its area,		Marne Hayes	?	?	1
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.9: Billings CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	·	2	?	
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Joan Kronebusch	?		
1.1.4.3.10: Bozeman CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Cyndy Andrus	?	?	
1.1.4.3.11: Butte CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Sara Rowe	?	?	t
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area,	_	Diane Medler	?	?	¥
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0				
1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Sarah Converse	?	?	
1.1.4.3.14: Helena CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Mike Mergenthaler	?	?	t
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.15: Miles City CVB provide advanced training for Visitor Information Centers (VICs) in its area,		John Laney	?	?	╁
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	,			-
1.1.4.3.16: Missoula CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Barbara Ann Neilan	?	?	
1.1.4.3.17: West Yellowstone CVB provide advanced training for Visitor Information Centers (VICs) in its	0	Marysue Costello	?	?	Ť
area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.18: Whitefish CVB provide advanced training for Visitor Information Centers (VICs) in its area,		Jan Metzmaker	?	?	t
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0				ļ
1.1.4.3.19: MTTA provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Latonna Old Elk	?	?	•
1.1.4.3.20: MT Superhost provide advanced training for Visitor Information Centers (VICs) staff as part of	0	Victor Bjornberg	1	1	Ī
its statewide services. 1.1.4.4: Use technology to enhance Montana visitor information and marketing efforts.	ŏ	Pam Gosink	Ċ		t
1.1.4.4.1: Travel Montana Electronic Marketing Program use technology to enhance Montana visitor	ŏ	Corrie Hahn	\sim	,	t
information and marketing efforts. 1.1.4.4.2: Travel Montana VIS Program use technology to enhance Montana visitor information and	_	Pam Gosink	?	?	+
marketing efforts.	0				
1.1.4.4.3: MDT use technology to enhance Montana visitor information and marketing efforts.	0	Sheila Ludlow	?	?	L
1.1.4.5: Expand displays of MT destinations/products at State rest areas, airports, train stations, and VICs. Integrate MT VICs, rest areas, chambers, airports, and train stations into state economic development effort by showcasing MT's heritage and economy.	0	Pam Gosink	?	?	
1.1.4.5.1: Travel Montana expand displays of MT destinations/products at State rest areas, airports, train stations, and VICs. Integrate MT's Visitor Information System sites into state economic development efforts by showcasing MT's heritage and economy.	0	Pam Gosink	?	?	Ī
1.1.4.5.2: Expand displays of MT destinations/products at State rest areas, airports, train stations, and VICs. Integrate MT's Visitor Information System sites into state economic development efforts by showcasing MT's heritage and economy.	0	Sheila Ludlow	?	?	Ī
1.2: Attain public policy and citizen support for sustainable tourism and recreation.	0	Victor Bjornberg	0	1	T
1.2.1: Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism	0	Victor Bjornberg	O	1	
tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes. 1.2.1.1: Travel Montana build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Pam Gosink	0	+	Ť
 1.2.1.2: Custer Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes. 	0	Nick Mann	?	?	1
1.2.1.3: Glacier Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Racene Friede	?	?	1
facility use taxes. 1.2.1.4: Gold West Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Sarah Bannon	?	?	Ì
1.2.1.5: Missouri River Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of	0	Carla Hunsley	?	?	Ì
 lodging facility use taxes. 1.2.1.6: Russell Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes. 	0	Gayle Fisher	?	?	Ì
1.2.1.7: Yellowstone Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Robin Hoover	?	?	İ
1.2.1.8: Big Sky CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Marne Hayes	?	?	İ
1.2.1.9: Billings CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Joan Kronebusch	?	?	Ť

Objective or Strategy	Creation Status	Owner	Revi	ew S	Status
1.2.1.10: Bozeman CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Cyndy Andrus	?	?	?
1.2.1.11: Butte CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Sara Rowe	?	?	?
1.2.1.12: Flathead CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Diane Medler	?	?	?
1.2.1.13: Great Falls CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Sarah Converse	?	?	?
1.2.1.14: Helena CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Mike Mergenthaler	?	?	?
1.2.1.15: Mlles City CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	John Laney	?	?	?
1.2.1.16: MIssoula CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Barbara Ann Neilan	?	?	?
1.2.1.17: West Yellowstone CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Marysue Costello	?	?	?
1.2.1.18: Whitefish CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Jan Metzmaker	?	?	?
1.2.1.19: MTRI/NPS build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	John Keck	?	?	?
1.2.1.20: MTRI/USFS build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Margaret Gorski	?	?	?
1.2.2: Provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Victor Bjornberg	0	†	М
1.2.2.1: Travel Montana provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Pam Gosink	0	1	L
1.2.2.2: Custer Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Nick Mann	?	?	?
1.2.2.3: Glacier Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Racene Friede	?	?	?
1.2.2.4: Gold West Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Sarah Bannon	?	?	?
1.2.2.5: Missouri River Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Carla Hunsley	?	?	?
1.2.2.6: Russell Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Gayle Fisher	?	?	?
1.2.2.7: Yellowstone Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Robin Hoover			·
1.2.2.8: Big Sky CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Marne Hayes	?	?	?
1.2.2.9: Billings CVB provide concise, visual briefings and presentations to policy makers and business	0	Joan Kronebusch	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.10: Bozeman CVB provide concise, visual briefings and presentations to policy makers and business		Cyndy Andrus	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.11: Butte CVB provide concise, visual briefings and presentations to policy makers and business	Ö	Sara Rowe	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.12: Flathead CVB provide concise, visual briefings and presentations to policy makers and business	ō	Diane Medler	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.13: Great Falls CVB provide concise, visual briefings and presentations to policy makers and business	ŏ	Sarah Converse	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.14: Helena CVB provide concise, visual briefings and presentations to policy makers and business	ŏ	Mike Mergenthaler	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.15: Miles City CVB provide concise, visual briefings and presentations to policy makers and business		John Laney	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.16: Missoula CVB provide concise, visual briefings and presentations to policy makers and business	0	Barbara Ann Neilan	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.17: West Yellowstone CVB provide concise, visual briefings and presentations to policy makers and	0	Marysue Costello	?	?	?
business groups about Montana tourism issues and benefits. 1.2.2.18: Whitefish CVB provide concise, visual briefings and presentations to policy makers and business	0	Jan Metzmaker	?	?	?
groups about Montana tourism issues and benefits. 1.2.2.19: MTTA provide concise, visual briefings and presentations to policy makers and business groups	0	Latonna Old Elk			
about Montana tourism issues and benefits.	0		?	?	X
1.2.3: Change the state law and rules to broaden eligibility for the Montana Byways program (and access to federal funding).	0	Sheila Ludlow	?	?	?
1.2.3.1: Encourage the Montana Legislature to change the MT Byways program, so that more highways can be designated as state scenic/historic byways, and become eligible for federal funding for byway planning, improvement projects, and marketing.	0	Sheila Ludlow	?	?	?
1.2.3.2: Form a State Scenic Byways Advisory Committee and initiate local planning along proposed byway		Sheila Ludlow	?	?	?

Objective or Strategy	Creation Status	Owner	Revi	iew S	Statu
corridors and loops to begin the designation process. 1.2.3.3: Gather local public input to establish values and parameters for corridor or byway designation, and respect community heritage and character in the process of developing byway/corridor plans and marketing		Sheila Ludlow	?	?	?
strategies. 1.2.4: Address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	0	Victor Bjornberg	0	†	L
1.2.4.1: TAC address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	0	Barb Sanem	0	→	L
1.2.4.2: MTRI/NPS address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	0	John Keck	?	?	?
1.2.4.3: MTRI/USFS address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	0	Margaret Gorski	?	?	?
1.2.4.4: MTTA address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	0	Latonna Old Elk	?	?	×
1.3: Address management and access issues for sustainable recreation on private, state, and federal lands.	0	Victor Bjornberg	\otimes	1	М
1.3.1: Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Victor Bjornberg	0	1	М
1.3.1.1: Travel Montana educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Pam Gosink	0	1	M
1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Nick Mann	?	?	?
1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Racene Friede	?	?	?
1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Sarah Bannon	?	?	?
1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Carla Hunsley	?	?	?
1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities	0	Gayle Fisher	?	?	?
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate	0	Robin Hoover	?	?	?
 areas. 1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 	0	Marne Hayes	?	?	?
1.3.1.9: Billings CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Joan Kronebusch	?	?	?
1.3.1.10: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities	0	Cyndy Andrus	?	?	?
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.11: Butte CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on subject to the contraction of the cont	0	Sara Rowe	?	?	?
public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.12: Flathead CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities	0	Diane Medler	?	?	?
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.13: Great Falls CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate	0	Sarah Converse	?	?	?
areas. 1.3.1.14: Helena CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities or	0	Mike Mergenthaler	?	?	?
 public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.15: Miles City CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities 		John Laney	?	?	?
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.16: Missoula CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities	0	Barbara Ann Neilan	?	?	7
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.17: West Yellowstone CVB educate Montana visitors, suppliers, and residents about ethics and the state of the st		Marysue Costello	?	?	1
responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.18: Whitefish CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities	0	Jan Metzmaker	?	?	1
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.19: MTRI/NPS educate Montana visitors, suppliers, and residents about ethics and responsibilities on	0	John Keck	?	?	1
public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.20: MTRI/USFS educate Montana visitors, suppliers, and residents about ethics and responsibilities on	0	Margaret Gorski	?	?	1
public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.2: Coordinate state, regional, and local tourism marketing efforts with state/federal land management	U	Victor Bjornberg			_
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.1: Travel Montana coordinate state tourism marketing efforts with state/federal land management	0	Pam Gosink	?	→	٨
strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0				
1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Nick Mann	?	?	7
 1.3.2.3: Glacier Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.4: Gold West Country coordinate regional tourism marketing efforts with state/federal land 	0	Racene Friede	?	?	3
management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Sarah Bannon			
1.3.2.5: Missouri River Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Carla Hunsley	?	?	?
1.3.2.6: Russell Country coordinate regional tourism marketing efforts with state/federal land management	0	Gayle Fisher	?	?	?

Objective or Strategy	Creation Status	Owner	Revi	ew S	Statu
1.3.2.7: Yellowstone Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and	0	Robin Hoover	?	?	?
available facilities. 1.3.2.8: Big Sky CVB coordinate local tourism marketing efforts with state/federal land management	0	Marne Hayes	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.9: Billings CVB coordinate local tourism marketing efforts with state/federal land management		Joan Kronebusch	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.10: Bozeman CVB coordinate local tourism marketing efforts with state/federal land management	0	Cyndy Andrus	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.11: Butte CVB coordinate local tourism marketing efforts with state/federal land management		Sara Rowe	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.12: Flathead CVB coordinate local tourism marketing efforts with state/federal land management	0	Diane Medler	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.13: Great Falls CVB coordinate local tourism marketing efforts with state/federal land management	0	Sarah Converse	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.14: Helena CVB coordinate local tourism marketing efforts with state/federal land management	0		?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Mike Mergenthaler			
1.3.2.15: Miles City CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	John Laney	?	?	?
1.3.2.16: Missoula CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Barbara Ann Neilan	?	?	?
1.3.2.17: West Yellowstone CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Marysue Costello	?	?	?
1.3.2.18: Whitefish CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Jan Metzmaker	?	?	?
1.3.2.19: MTRI/NPS coordinate state, regional and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and	0	John Keck	?	?	?
available facilities. 1.3.2.20: MTRI/USFS coordinate state, regional and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and	0	Margaret Gorski	?	?	?
available facilities. 1.3.3: Support use of easements, county planning commissions, and agency planning efforts, to maintain and improve public access to public recreation lands.	0	Victor Bjornberg	8	+	М
1.3.3.1: MTRI/NPS support use of easements, county planning commissions, and agency planning efforts, to maintain and improve public access to public recreation lands.	0	John Keck	?	?	?
1.3.3.2: MTRI/USFS support use of easements, county planning commissions, and agency planning efforts, to maintain and improve public access to public recreation lands.	0	Margaret Gorski	?	?	?
1.3.4: Continue to enhance the Montana Block Management Program, expanding public access to private lands.	0	Linda Howard	?	?	?
1.3.4.1: FWP continue to enhance the Montana Block Management Program, expanding public access to private lands.	0	Linda Howard	?	?	?
1.3.5: Identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.	0	John Keck	?	?	?
1.3.5.1: MTRI/NPS identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.	0	John Keck	?	?	?
1.3.5.2: MTRI/USFS identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.	0	Margaret Gorski	?	?	?
1.4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).	0	Victor Bjornberg	0	→	L
1.4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors. 1.4.1.1: Use local historial/cultural/tribal attractions as venues for conferences, events, and educational	0	Victor Bjornberg Victor Bjornberg	0	1	M
seminars.	0	, ,	8	→	M
1.4.1.1.1: Big Sky CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Marne Hayes	?	?	?
1.4.1.1.2: Billings CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Joan Kronebusch	?	?	?
1.4.1.1.3: Bozeman CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Cyndy Andrus	?	?	?
1.4.1.1.4: Butte CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Sara Rowe	?	?	?
1.4.1.1.5: Flathead CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Diane Medler	?	?	?
1.4.1.1.6: Great Falls CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Sarah Converse	?	?	?
	0	Mike Mergenthaler	?	?	?
1.4.1.1.7: Helena CVB use local historial/cultural/tribal attractions as venues for conferences, events, and	 	John Laney	?	?	?
1.4.1.1.7: Helena CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars. 1.4.1.1.8: Miles City CVB use local historial/cultural/tribal attractions as venues for conferences, events,	0		1	?	?
1.4.1.1.7: Helena CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars. 1.4.1.1.8: Mlles City CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars. 1.4.1.1.9: Missoula CVB use local historial/cultural/tribal attractions as venues for conferences, events,	00	Barbara Ann Neilan	?	'	1
1.4.1.1.7: Helena CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars. 1.4.1.1.8: Miles City CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars. 1.4.1.1.9: Missoula CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars. 1.4.1.1.10: West Yellowstone CVB use local historial/cultural/tribal attractions as venues for conferences,		Barbara Ann Neilan Marysue Costello	?	?	
1.4.1.1.7: Helena CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars. 1.4.1.1.8: Miles City CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars. 1.4.1.1.9: Missoula CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0				?

Objective or Strategy	Creation Status	Owner	Revi	iew S	tatus
1.4.1.2: Develop artisan/craftsmen trails statewide to highlight Montana's history and culture.	0	Victor Bjornberg	0		L
1.4.1.2.1: Travel Montana develop artisan/craftsmen trails statewide to highlight Montana's history and culture.	O	Victor Bjornberg	Ō		L
1.4.1.2.2: Custer Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Nick Mann	?	?	?
1.4.1.2.3: Glacier Country develop artisan/craftsmen trails to highlight Montana's history and culture.	ŏ	Racene Friede	?	?	?
1.4.1.2.4: Gold West Country develop artisan/craftsmen trails to highlight Montana's history and culture.	ň	Sarah Bannon	?	?	?
1.4.1.2.5: Missouri River Country develop artisan/craftsmen trails to highlight Montana's history and culture.	ŏ	Carla Hunsley	?	?	?
1.4.1.2.6: Russell Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Gayle Fisher	?	?	?
1.4.1.2.7: Yellowstone Country develop artisan/craftsmen trails to highlight Montana's history and culture.	ŏ	Robin Hoover	?	?	?
1.4.1.2.8: MTTA develop artisan/craftsmen trails to highlight Montana's history and culture.	ŏ	Latonna Old Elk	?	?	×
1.4.1.2.9: MT Historical Society develop artisan/craftsmen trails to highlight Montana's history and culture.	\sim	Kim Ramuta	?	?	?
1.4.1.2.10: MAC develop artisan/craftsmen trails to highlight Montana's history and culture.	×	Victor Bjornberg	0	1	1
1.4.1.3: Enhance the online statewide calendar of arts/culture/historical/tribal events.	- X	Corrie Hahn	~~	†	ī
1.4.1.3.1: Travel Montana enhance the online statewide calendar of arts/culture/historical/tribal events.	<u> </u>	Corrie Hahn	×	†	ī
1.4.1.3.3: MTTA enhance the online statewide calendar of arts/culture/historical/tribal events.	-	Latonna Old Elk	?	?	×
1.4.1.3.4: MAC enhance the online statewide calendar of arts/culture/historical/tribal events.	$ \times$	Victor Bjornberg	Ø	-	?
1.4.1.4: Enhance the Montana Tribal Tourism Alliance (MTTA) and its marketing efforts.	\sim	Latonna Old Elk	?	?	•
1.4.1.4.1: MTTA enhance the Montana Tribal Tourism Alliance (MTTA) and its marketing efforts.	- X	Latonna Old Elk	?	?	$\dot{\mathbf{v}}$
1.4.1.4.2: Travel Montana enhance the Montana Tribal Tourism Alliance (MTTA) and its marketing efforts.	\sim	Victor Bjornberg		<u> </u>	Ω
1.4.1.5: Plan and Promote commemorations of historic events in Montana.	\sim	Kim Ramuta	_	Ţ	М
1.4.1.5.1: Travel Montana Plan and Promote commemorations of historic events in Montana.	- 2	Victor Bjornberg	×	†	누
	- 2	, ,	Õ	7	<u></u>
1.4.1.5.2: MHS Plan and Promote commemorations of historic events in Montana.	2	Kim Ramuta	?	?	?
1.4.1.5.3: Glacier Country Plan and Promote commemorations of historic events in Montana.)	Racene Friede	?	?	?
1.4.2: Improve and maintain infrastructure, facilities, and services to support heritage and cultural tourism in Montana.	0	Kim Ramuta	0	1	L
1.4.2.1: Enhance the interactivity and quality of Montana interpretive displays, programs, and facilities for visitors.	0	Kim Ramuta	?	?	?
1.4.2.2: Augment tourism facilities, services, and marketing capacity within Montana Indian reservations.	0	Latonna Old Elk	?	?	X
1.4.2.2.1: MTTA augment tourism facilities, services, and marketing capacity within Montana Indian reservations.	O	Latonna Old Elk			·
1.4.2.2.2: Travel Montana augment tourism facilities, services, and marketing capacity within Montana Indian reservations.	0	Victor Bjornberg	8	→	М
1.4.2.3: Improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Kim Ramuta	0		L
1.4.2.3.1: Travel Montana improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	Ŏ	Victor Bjornberg	Ö	→	L
1.4.2.3.2: MTTA improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Latonna Old Elk	?	?	×
1.4.2.3.3: FWP improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Linda Howard	?	?	?
1.4.2.3.4: MHS improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Kim Ramuta	?	?	?
1.4.2.3.5: MHC improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Victor Bjornberg	0	→	L
1.4.2.3.6: MTRI/USFS improve infrastructure at historic, tribal, and cultural sites to expand visitation and	ō	Margaret Gorski	?	?	?
seasons. 1.4.2.3.7: MTRI/NPS improve infrastructure at historic, tribal, and cultural sites to expand visitation and	o	John Keck	?	?	?
seasons. 1.4.2.4: Revitalize Montana's historic downtowns as vibrant destinations for travelers.		Kim Ramuta		_	
1.4.2.4.1: MT Main Street revitalize Montana's historic downtowns as vibrant destinations for travelers.	$ \times$	Victor Bjornberg	×	=	-
1.4.2.4.2: MHS (SHPO) revitalize Montana's historic downtowns as vibrant destinations for travelers.	 X	Kim Ramuta	?	?	?
· · ·	~	John Keck	?	?	?
1.4.2.5: Maintain Lewis & Clark Trail, other national scenic and historic trails, and related sites/facilities to enhance visitor experience.	0				
1.4.2.5.1: MTRI/NPS maintain Lewis & Clark Trail, other national scenic and historic trails, and related sites/facilities to enhance visitor experience.	0	John Keck	?	?	?
A.A.O. Continue affects to present Mantage talked author (starter to continue and the continue of the continue	0	Latonna Old Elk	?	?	·
1.4.3: Continue efforts to preserve Montana tribal culture (stories, language preservation, cultural preservation workshops, tribal museums/interpretive centers, tribal arts).		Latonna Old Elk			·
workshops, tribal museums/interpretive centers, tribal arts). 1.4.3.1: Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture.	0				?
workshops, tribal museums/interpretive centers, tribal arts). 1.4.3.1: Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and		Margaret Gorski	?	?	Ľ
workshops, tribal museums/interpretive centers, tribal arts). 1.4.3.1: Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture. 1.4.3.2: MTRI/USFS continue to inventory cultural sites on public lands and determine appropriate		Margaret Gorski John Keck	?	?	
workshops, tribal museums/interpretive centers, tribal arts). 1.4.3.1: Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture. 1.4.3.2: MTRI/USFS continue to inventory cultural sites on public lands and determine appropriate interpretation and access for the public. 1.4.3.3: MTRI/NPS continue to inventory cultural sites on public lands and determine appropriate	0	_			?
workshops, tribal museums/interpretive centers, tribal arts). 1.4.3.1: Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture. 1.4.3.2: MTRI/USFS continue to inventory cultural sites on public lands and determine appropriate interpretation and access for the public. 1.4.3.3: MTRI/NPS continue to inventory cultural sites on public lands and determine appropriate interpretation and access for the public. 1.5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets. 1.5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new	0	John Keck	?	?	? M
workshops, tribal museums/interpretive centers, tribal arts). 1.4.3.1: Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture. 1.4.3.2: MTRI/USFS continue to inventory cultural sites on public lands and determine appropriate interpretation and access for the public. 1.4.3.3: MTRI/NPS continue to inventory cultural sites on public lands and determine appropriate interpretation and access for the public. 1.5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.	0	John Keck Victor Bjornberg	?	?	?

season niche markets targeted by percention efforts. 1.5.1.1.2 Giaceir Country reserve vacation packages and develop theme ilinearies designed for off-peak season inche markets targeted by percention efforts. 1.5.1.1.4 Missouri River Country create vacation packages and develop theme ilinearies designed for off-peak season inche markets targeted by percention efforts. 1.5.1.1.4 Missouri River Country create vacation packages and develop theme ilinearies designed for off-peak season inche markets targeted by percention efforts. 1.5.1.1.4 Missouri River Country create vacation packages and develop theme ilinearies designed for off-peak season inche markets targeted by percention efforts. 1.5.1.1.4 Missouri River Country create vacation packages and develop theme ilinearies designed for off-peak season inche markets targeted by percention efforts. 1.5.1.1.4 Visionation Country create vacation packages and develop theme ilinearies designed for off-peak season inche markets targeted by percention efforts. 1.5.1.1.5 Liling SVG create vacation packages and develop theme ilinearies designed for off-peak season note markets targeted by percention efforts. 1.5.1.1.1 Description VIG create vacation packages and develop theme ilinearies designed for off-peak season note markets targeted by percention efforts. 1.5.1.1.1 Description VIG create vacation packages and develop theme ilinearies designed for off-peak season note markets targeted by percention efforts. 1.5.1.1.1 Liling Collect Field CVG create vacation packages and develop theme ilinearies designed for off-peak season note markets targeted by percention efforts. 1.5.1.1.1 Historia CVG create vacation packages and develop theme ilinearies designed for off-peak season note markets targeted by percention efforts. 1.5.1.1.1 Historia CVG create vacation packages and develop theme ilinearies designed for off-peak season note markets targeted by percention efforts. 1.5.1.1.1 Historia CVG create vacation packages and develop theme ilinearies designed for off-p	Objective or Strategy	Creation Status	Owner	Revi	ew S	tatus
season inche markets taigneted by promotion efforts. 1.5.1.1.6. (GMV Vest Country create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.6. Russell Country create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.6. Russell Country create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.6. Velovostion Country create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.6. Sellowostion Country create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.6. Sellowostion CVB create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.6. Sellowostion CVB create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.6. Sellowostion CVB create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.1.6. Sellowostion CVB create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.1.6. Sellowostion CVB create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.1.6. Higher CVB Create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.1.6. Miles cVB CVB create variation packages and develop theme literarities designed for off-peak season inche markets targeted by promotion efforts. 1.5.1.1.1.6. Miles cVB CVB Create variation packages and develop th	· , ,					
1.5.1.1.3. Gold View Country creative vacations packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.4. Misesour Divivor creative vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.5. Richaed Country recreate vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.6. Richaed Country recreate vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.6. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.6. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.1. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.1. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.1. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.1. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.1. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.1. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by promotion efforts. 1.5.1.1.1. Billings CVB create vacation packages and develop theme interactives designed for off-peak cases on riche markets targeted by		0	Racene Friede	?	?	?
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1.5.1.3.2: Custer Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.3: Glacier Country encourage use of Montana products by restaurants, markets, retail shops, and Racene Friede????	1.5.1.3.1: Travel Montana encourage use of Montana products by restaurants, markets, retail shops, and	0	Victor Bjornberg	0	→	L
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.3: Glacier Country encourage use of Montana products by restaurants, markets, retail shops, and Racene Friede????			Nick Mann	2	?	7
	suppliers, to add value to local businesses and traveler experiences.					
Supplies to and value to incal pusingsees and traveler experiences	1.5.1.3.3: Glacier Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Racene Friede	?	?	?

Objective or Strategy	Creation Status	Owner	Revi	ew S	Statu
1.5.1.3.4: Gold West Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Sarah Bannon	?	?	?
1.5.1.3.5: Missouri River Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Carla Hunsley	0	→	N
1.5.1.3.6: Russell Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Gayle Fisher	?	?	7
1.5.1.3.7: Yellowstone Country encourage use of Montana products by restaurants, markets, retail shops,	ō	Robin Hoover	?	?	1
and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.8: Big Sky CVB encourage use of Montana products by restaurants, markets, retail shops, and	0	Marne Hayes	?	?	1
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.9: Billings CVB encourage use of Montana products by restaurants, markets, retail shops, and	0	Joan Kronebusch	?	?	+
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.10: Bozeman CVB encourage use of Montana products by restaurants, markets, retail shops, and	0		?	?	
suppliers, to add value to local businesses and traveler experiences.	0	Cyndy Andrus			
1.5.1.3.11: Butte CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Sara Rowe	?	?	
1.5.1.3.12: Flathead CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Diane Medler	?	?	Ī
1.5.1.3.13: Great Falls CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Sarah Converse	?	?	Ť
1.5.1.3.14: Helena CVB encourage use of Montana products by restaurants, markets, retail shops, and	0	Mike Mergenthaler	?	?	t
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.15: Miles City CVB encourage use of Montana products by restaurants, markets, retail shops, and		John Laney	?	?	
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.16: Missoula CVB encourage use of Montana products by restaurants, markets, retail shops, and		Barbara Ann Neilan	?	?	+
suppliers, to add value to local businesses and traveler experiences.	0				1
1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Marysue Costello	?	?	
1.5.1.3.18: Whitefish CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Jan Metzmaker	?	?	
1.5.1.3.19: MT Dept. of Agriculture encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Victor Bjornberg	?	?	Ť
1.5.1.4: Identify new opportunities to provide guided educational/interpretive and adventure tours on public	0	Victor Bjornberg	8	→	1
and private lands and work to develop them. 1.5.1.4.1: MTRI/NPS identify new opportunities to provide guided educational/interpretive and adventure	ō	John Keck	?	?	t
tours on public and private lands and work to develop them. 1.5.1.4.2: MTRI/USFS identify new opportunities to provide guided educational/interpretive and adventure		Margaret Gorski	?	?	+
tours on public and private lands and work to develop them. 1.5.1.4.3: FWP identify new opportunities to provide guided educational/interpretive and adventure tours	0	Linda Howard	?	?	+
on public and private lands and work to develop them.	0				
1.5.2: Provide information about technical and financial assistance available to tourism and recreation businesses.	0	Victor Bjornberg	0	1	П
1.5.2.1: Travel Montana provide information about technical and financial assistance available to tourism and recreation businesses.	0	Victor Bjornberg	0	→	
1.5.2.2: Conduct entrepreneurship training for tourism/recreation businesses and "Indian-preneurs."	0	Victor Bjornberg	0	1	
1.5.2.2.1: Travel Montana conduct entrepreneurship training for tourism/recreation businesses and "Indian-preneurs."	0	Victor Bjornberg	0	→	Ш
1.5.2.2.2: MTTA conduct entrepreneurship training for tourism/recreation businesses and "Indian- preneurs."	0	Latonna Old Elk	?	?	1
1.5.2.2.3: SBDC conduct entrepreneurship training for tourism/recreation businesses and "Indian-	0	Victor Bjornberg	?	?	t
preneurs." 6: Address tourism and recreation professional development, workforce availability, and affordable housing	ō	Victor Bjornberg	8	→	1
sues. 1.6.1: Enhance professional development opportunities and requirements for staff and board members of	+ -	Victor Bjornberg	0		+
Montana tourism and recreation-related organizations. 1.6.1.1: Encourage all Montana CVBs to join either the Destination Marketing Association International	0	Barb Sanem	Ø	Ť	1
(DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance	0	baib Ganem	\otimes	→	
reporting, staff certification, CVB accreditation. 1.6.1.1.1: Travel Montana encourage all Montana CVBs to join either Destination Marketing Assoc.		Barb Sanem	?	?	t
International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0				
1.6.1.1.2: Big Sky CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff	0	Marne Hayes	?	?	
certification, CVB accreditation. 1.6.1.1.3: Billings CVB join either Destination Marketing Assoc. International (DMAI) or the Western	_	Joan Kronebusch	?	?	+
Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff	0	Joan Kronebusch	ľ	, ,	
certification, CVB accreditation. 1.6.1.1.4: Bozeman CVB join either Destination Marketing Assoc. International (DMAI) or the Western		Cyndy Andrus	?	?	t
Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.					
1.6.1.1.5: Butte CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVI accreditation.	3 0	Sara Rowe	?	?	T
1.6.1.1.6: Flathead CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Diane Medler	?	?	İ
certification, CVB accreditation. 1.6.1.1.7: Great Falls CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff	0	Sarah Converse	?	?	t

Objective or Strategy	Creation Status	Owner	Revi	ew S	statu
1.6.1.1.8: Helena CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Mike Mergenthaler	?	?	?
1.6.1.1.9: Miles City CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	John Laney	?	?	?
1.6.1.1.10: Missoula CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Barbara Ann Neilan	?	?	?
1.6.1.1.11: West Yellowstone CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marysue Costello	?	?	?
1.6.1.1.12: Whitefish CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Jan Metzmaker	?	?	?
1.6.1.2: Sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Victor Bjornberg	8	→	М
1.6.1.2.1: Custer Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Nick Mann	?	?	?
1.6.1.2.2: Glacier Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Racene Friede	?	?	?
1.6.1.2.3: Gold West Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Sarah Bannon	?	?	?
1.6.1.2.4: Missouri River Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Carla Hunsley	?	?	?
1.6.1.2.5: Russell Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Gayle Fisher	?	?	?
1.6.1.2.6: Yellowstone Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Robin Hoover	?	?	?
1.6.1.3: Enhance higher education programs for tourism and recreation careers including continued education for existing tourism and recreation professionals.	0	Victor Bjornberg	•	1	М
1.6.1.3.1: MT Board of Regents enhance higher education programs for tourism and recreation careers including continued education for existing tourism and recreation professionals.	0	Victor Bjornberg	•	†	M
1.6.1.3.2: MT Dept of Labor & Industry enhance higher education programs for tourism and recreation careers including continued education for existing tourism and recreation professionals.	0	Victor Bjornberg		→	M
1.6.1.4: Enhance the Montana Superhost program with advanced training, locally customized information and new delivery methods.	Ø	Victor Bjornberg	0	1	L
1.6.2: Improve systems to augment Montana's seasonal workforce for tourism and recreation.	0	Victor Bjornberg	\otimes	1	M
1.6.2.1: Add a specific Tourism, Recreation, and Hospitality category to the MT Dept of Labor & Industry (DLI) web site job search feature.	0	Victor Bjornberg		1	L
1.6.2.2: Seek volunteers and volun-tourists to augment Montana's seasonal workfoce and help with local recreation projects through volunteer opportunities web listings and other resources.	0	Corrie Hahn	\otimes	†	
1.6.2.2.1: Travel Montana seek volunteers and volun-tourists to augment Montana's seasonal workfoce and help with local recreation projects through volunteer opportunities web listings and other resources.	0	Corrie Hahn	?	?	?
1.6.2.2.2: MTRI/NPS seek volunteers and volun-tourists to augment Montana's seasonal workforce and help with local recreation projects through volunteer opportunities web listings and other resources.	0	John Keck	?	?	?
1.6.2.2.3: MTRI/USFS seek volunteers and volun-tourists to augment Montana's seasonal workforce and help with local recreation projects through volunteer opportunities web listings and other resources.	0	Margaret Gorski	?	?	?
1.6.2.2.4: FWP seek volunteers and volun-tourists to augment Montana's seasonal workforce and help with local recreation projects through volunteer opportunities web listings and other resources.	0	Linda Howard	?	?	?
1.6.2.2.5: MHS seek volunteers and volun-tourists to augment Montana's seasonal workforce and help with local recreation projects through volunteer opportunities web listings and other resources.	0	Kim Ramuta	?	?	?
1.6.2.3: Provide tourism recognition awards for Montana civic groups, clubs and citizens who volunteer for projects on public lands and historic/cultural sites and facilities.	0	John Keck	?	?	?
1.6.2.4: Adjust Montana school calendars to facilitate tourism and recreation industry seasonal workforce needs.	0	Barb Sanem	?	?	>
1.6.3: Encourage use of local development incentives and federal funds for construction of affordable workforce housing.	0	Victor Bjornberg	0	1	L
1.6.3.1: MT Dept of Commerce encourage use of local development incentives and federal funds for construction of affordable workforce housing.	0	Victor Bjornberg	0	1	L
1.7: Improve Montana's transportation system for both residents and visitors.	0	Sheila Ludlow	\otimes	1	L
1.7.1: Increase air service capacity to and from Montana cities.	Q	Sheila Ludlow	?	?	1
1.7.1.1: Big Sky CVB increase air service capacity to and from Montana cities.	2	Marne Hayes	?	?	1
1.7.1.2: Billings CVB increase air service capacity to and from Montana cities. 1.7.1.3: Bozeman CVB increase air service capacity to and from Montana cities.	×	Joan Kronebusch Cyndy Andrus	?	?	
1.7.1.4: Butte CVB increase air service capacity to and from Montana cities.	8	Sara Rowe	?	?	+.
1.7.1.5: Flathead CVB increase air service capacity to and from Montana cities.	ŏ	Diane Medler	?	?	1
1.7.1.6: Great Falls CVB increase air service capacity to and from Montana cities.	ŏ	Sarah Converse	?	?	T.
1.7.1.7: Helena CVB increase air service capacity to and from Montana cities.	Ō	Mike Mergenthaler	?	?	1
1.7.1.8: Miles City CVB increase air service capacity to and from Montana cities.	Ō	John Laney	?	?	1

Objective or Strategy	Creation Status	Owner	Revi	ew S	Stat
1.7.1.9: Missoula CVB increase air service capacity to and from Montana cities.	0	Barbara Ann Neilan	?	?	1
1.7.1.10: West Yellowstone CVB increase air service capacity to and from Montana cities.	Õ	Marysue Costello	?	?	1
1.7.1.11: Whitefish CVB increase air service capacity to and from Montana cities.	ŏ	Jan Metzmaker	?	?	1
1.7.1.12: MDT increase air service capacity to and from Montana cities.	ŏ	Sheila Ludlow	?	?	1
1.7.2: Continue to implement Montana's rest area strategy.	~~	Sheila Ludlow	?	?	1
1.7.2.1: MDT continue to implement Montana's rest area strategy.	X	Sheila Ludlow	?	?	1
1.7.2.2: ITRR survey resident and visitor satisfaction with Montana's rest areas and provide feedback to	×	Christine Oschell	?	?	+-
MDT.	0	Chilistine Oschen			
1.7.3: Improve and maintain Montana roads and bridges.	0	Sheila Ludlow	?	?	
1.7.4: Increase use of passenger rail and transit service in Montana.	0	Sheila Ludlow	?	?	
1.7.4.1: Promote Amtrak's Empire Builder service in Montana.	0	Sheila Ludlow	?	?	
1.7.4.1.1: Custer Country promote Amtrak's Empire Builder service in Montana.	Õ	Nick Mann	?	?	t
1.7.4.1.2: Glacier Country promote Amtrak's Empire Builder service in Montana.	ň	Racene Friede	?	?	t
1.7.4.1.3: Gold West Country promote Amtrak's Empire Builder service in Montana.	-X	Sarah Bannon	?	?	t
1.7.4.1.4: Missouri River Country promote Amtrak's Empire Builder service in Montana.	\sim	Carla Hunsley		•	+
	$\overline{}$	•	?	?	╀
1.7.4.1.5: Russell Country promote Amtrak's Empire Builder service in Montana.	<u> </u>	Gayle Fisher			+
1.7.4.1.6: Yellowstone Country promote Amtrak's Empire Builder service in Montana.	Q	Robin Hoover	?	?	ļ
1.7.4.1.7: MDT promote Amtrak's Empire Builder service in Montana.	0	Sheila Ludlow	?	?	l
1.7.4.2: Promote excursion rail service in Montana.	0	Sheila Ludlow	?	?	
1.7.4.2.1: Promote excursion rail service in Montana.	0	Sheila Ludlow	?	?	Γ
1.7.4.2.2: Chambers of Commerce promote excursion rail service in Montana.	Ō	Victor Bjornberg	?	?	Ť
1.7.4.3: Encourage and expand intercity transit service, and service to high traffic visitor locations.	ŏ	Sheila Ludlow	?	?	t
1.7.4.3.1: MDT encourage and expand intercity transit service, and service to high traffic visitor locations.	ŏ	Sheila Ludlow	?	?	ł
1.7.4.3.2: Chambers of Commerce encourage and expand intercity transit service, and service to high		Victor Bjornberg	?	?	+
traffic visitor locations.	0	Victor bjornberg		•	
1.7.5: Expand bike/pedestrian trail systems in and between Montana communities, and connections to trailheads on state/federal lands.	0	Sheila Ludlow	?	?	İ
1.7.5.1: Encourage and explore expanding bike/pedestrian trail systems in and between Montana	0	Sheila Ludlow	?	?	T
communities, and connections to trailheads on state/federal lands. 1.7.5.2: Bicycling Organizations expand bike/pedestrian trail systems in and between Montana communities,	ō	Victor Bjornberg	?	?	ł
and connections to trailheads on state/federal lands. 1.7.6: Develop a user-friendly handbook to provide information about the highway signing process to		Sheila Ludlow	?	?	+
businesses, attractions, and other tourism-related groups, including use of international symbols (symbol signs).	0	Silella Ludiow	•		
1.7.6.1: Travel Montana develop a user-friendly handbook to provide information about the highway signing process to businesses, attractions, and other tourism-related groups, including use of international symbols (symbol signs).	0	Victor Bjornberg	?	?	
1.7.6.2: MDT develop a user-friendly handbook to provide information about the highway signing process to businesses, attractions, and other tourism-related groups, including use of international symbols (symbol	0	Sheila Ludlow	?	?	
signs).	_	Vietes Diesebess	$\overline{}$	_	+
8: Enhance the "curb appeal" of Montana communities to attract visitors.	<u>Q</u>	Victor Bjornberg	\circ	1	ļ
1.8.1: Increase the capacity of Montana communities to be more competitive in tourism.	0	Victor Bjornberg	O	1	1
 1.8.1.1: Continue the Community Tourism Assessment Program (CTAP), to help improve community readiness for tourism. 	0	Victor Bjornberg			
1.8.1.2: Expand and strengthen the Montana Main Street Program to improve downtown vitality, and extend visitor stays and spending.	0	Victor Bjornberg	*	1	
1.8.1.3: Support City/County planning and growth policies that preserve the unique character of Montana, and minimize urban sprawl.	0	Barb Sanem	0	1	Ī
1.8.1.4: Continue the TIIP grants and the Special Event Grant Program to improve community tourism and recreation-related infrastructure and economic development through new and "hallmark" ongoing festivals and events.	0	Victor Bjornberg	0	1	Ì
1.8.2: Implement improvements to make Montana communities more visitor-friendly.	0	Victor Bjornberg	\otimes	1	t
1.8.2.1: Improve the appearance of community entrances, highway commercial areas, and public parks/facilities.	ŏ	Victor Bjornberg	?	?	t
parko/raciliuco.		Sheila Ludlow	?	?	ł
1.8.2.2: Address sign proliferation when regulations are violated.	Õ	Sheila Ludlow	?	?	t
·		Victor Bjornberg	?	?	t
1.8.2.2: Address sign proliferation when regulations are violated. 1.8.2.2.1: Address outdoor advertising options.	\sim		-		+
1.8.2.2: Address sign proliferation when regulations are violated. 1.8.2.2.1: Address outdoor advertising options. 1.8.2.2.2: Chambers of Commerce address billboard proliferation and unsightly outdoor advertising signs.	Ŏ	Victor Riomberg		?	+
1.8.2.2: Address sign proliferation when regulations are violated. 1.8.2.2.1: Address outdoor advertising options. 1.8.2.2.2: Chambers of Commerce address billboard proliferation and unsightly outdoor advertising signs. 1.8.2.3: Improve availability and visibility of public parking for visitors in downtown commercial areas.	ŏ	Victor Bjornberg	2		
1.8.2.2: Address sign proliferation when regulations are violated. 1.8.2.2.1: Address outdoor advertising options. 1.8.2.2.2: Chambers of Commerce address billboard proliferation and unsightly outdoor advertising signs. 1.8.2.3: Improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.1: Chambers of Commerce improve availability and visibility of public parking for visitors in downtown commercial areas.	0	Victor Bjornberg	?		+
1.8.2.2: Address sign proliferation when regulations are violated. 1.8.2.2.1: Address outdoor advertising options. 1.8.2.2.2: Chambers of Commerce address billboard proliferation and unsightly outdoor advertising signs. 1.8.2.3: Improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.1: Chambers of Commerce improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.2: MT Main Street improve availability and visibility of public parking for visitors in downtown commercial areas.	~	Victor Bjornberg Victor Bjornberg	?	?	1
1.8.2.2: Address sign proliferation when regulations are violated. 1.8.2.2.1: Address outdoor advertising options. 1.8.2.2.2: Chambers of Commerce address billboard proliferation and unsightly outdoor advertising signs. 1.8.2.3: Improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.1: Chambers of Commerce improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.2: MT Main Street improve availability and visibility of public parking for visitors in downtown	ŏ	Victor Bjornberg		?	
1.8.2.2: Address sign proliferation when regulations are violated. 1.8.2.2.1: Address outdoor advertising options. 1.8.2.2.2: Chambers of Commerce address billboard proliferation and unsightly outdoor advertising signs. 1.8.2.3: Improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.1: Chambers of Commerce improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.2: MT Main Street improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.4: Encourage communities to seek grants for rural cell phone coverage and high-speed Internet service improvements, and evaluate incentives for providers. 1.8.2.4.2: Chambers of Commerce encourage communities to seek grants for rural cell phone coverage	0	Victor Bjornberg Victor Bjornberg		?	
1.8.2.2: Address sign proliferation when regulations are violated. 1.8.2.2.1: Address outdoor advertising options. 1.8.2.2.2: Chambers of Commerce address billboard proliferation and unsightly outdoor advertising signs. 1.8.2.3: Improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.1: Chambers of Commerce improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.3.2: MT Main Street improve availability and visibility of public parking for visitors in downtown commercial areas. 1.8.2.4: Encourage communities to seek grants for rural cell phone coverage and high-speed Internet service improvements, and evaluate incentives for providers.	0 0	Victor Bjornberg Victor Bjornberg Victor Bjornberg		?	

Objective or Strategy	Creation Status	Owner	Revi	ew S	Statu
1.8.2.5.2: Travel Montana evaluate state participation in the "RV Friendly" designation program for businesses, attractions, and VICs.	0	Pam Gosink	?	?	?
1.9: Increase funding to maintain sustainable tourism and recreation.	0	Victor Bjornberg	O	1	М
1.9.1: Seek increases in state funding sources for targeted tourism marketing, and for tourism and recreation-	ŏ	Victor Bjornberg	ŏ	→	ī
related programs and facilities.	\sim	Dom Cooink	Š		
1.9.2: Foster opportunities to pool public and private marketing dollars.	- 8	Pam Gosink Pam Gosink	X	1	Н
1.9.2.1: Travel Montana foster opportunities to pool public and private marketing dollars.	- 8	Nick Mann	?	→	H
1.9.2.2: Custer Country foster opportunities to pool public and private marketing dollars.	- 8	Racene Friede	?	?	?
1.9.2.3: Glacier Country foster opportunities to pool public and private marketing dollars. 1.9.2.4: Gold West Country foster opportunities to pool public and private marketing dollars.	- X	Sarah Bannon	?	?	?
1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars.	- 8	Carla Hunsley	?	?	?
1.9.2.6: Russell Country foster opportunities to pool public and private marketing dollars.	- X -	Gayle Fisher	?	?	?
1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars.	- X -	Robin Hoover	?	?	?
1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.	$ \times$	Marne Hayes	?	?	?
1.9.2.9: Billings CVB foster opportunities to pool public and private marketing dollars.	- X -	Joan Kronebusch	?	?	?
1.9.2.10: Bozeman CVB foster opportunities to pool public and private marketing dollars.	$ \times$	Cyndy Andrus	?	?	?
1.9.2.11: Butte CVB foster opportunities to pool public and private marketing dollars.	$ \times$	Sara Rowe	?	?	?
1.9.2.12: Flathead CVB foster opportunities to pool public and private marketing dollars.	- X -	Diane Medler	?	?	?
1.9.2.13: Great Falls CVB foster opportunities to pool public and private marketing dollars.	$ \times$	Sarah Converse	?	?	?
1.9.2.14: Helena CVB foster opportunities to pool public and private marketing dollars.	- X -	Mike Mergenthaler	?	?	7
1.9.2.15: Miles City CVB foster opportunities to pool public and private marketing dollars.	$+\times$	John Laney	?	?	1
1.9.2.16: Missoula CVB foster opportunities to pool public and private marketing dollars.	- X -	Barbara Ann Neilan	?	?	1
1.9.2.17: West Yellowstone CVB foster opportunities to pool public and private marketing dollars.	$ \times$	Marysue Costello	?	?	1
1.9.2.18: Whitefish CVB foster opportunities to pool public and private marketing dollars.	- X -	Jan Metzmaker	?	?	1
1.9.3: Enhance funding for region and CVB marketing efforts.	$\pm \times$	Victor Bjornberg		1	N
1.9.3.1: Custer Country enhance funding for region marketing efforts.	- X	Nick Mann	?	?	7
1.9.3.2: Glacier Country enhance funding for region marketing efforts.	$+\times$	Racene Friede	?	?	+
1.9.3.3: Gold West Country enhance funding for region marketing efforts.	- X	Sarah Bannon	?	?	+
1.9.3.4: Missouri River Country enhance funding for region marketing efforts.	- ×	Carla Hunsley		1	╁
1.9.3.5: Russell Country enhance funding for region marketing efforts.	- X	Gayle Fisher	?	?	+
1.9.3.6: Yellowstone Country enhance funding for region marketing efforts.	$+\times$	Robin Hoover	?	?	+-
1.9.3.7: Big Sky CVB enhance funding for CVB marketing efforts.	- X	Marne Hayes	?	?	+-
1.9.3.8: Billings CVB enhance funding for CVB marketing efforts.	- ×	Joan Kronebusch	?	?	+
1.9.3.9: Bozeman CVB enhance funding for CVB marketing efforts.	- X	Cyndy Andrus	?	?	+
1.9.3.10: Butte CVB enhance funding for CVB marketing efforts.	$+\times$	Sara Rowe	?	?	
1.9.3.11: Flathead CVB enhance funding for CVB marketing efforts.	- X -	Diane Medler	?	?	+
1.9.3.12: Great Falls CVB enhance funding for CVB marketing efforts.	- ×	Sarah Converse	?	?	+
1.9.3.13: Helena CVB enhance funding for CVB marketing efforts.	$ \times$	Mike Mergenthaler	?	?	+
1.9.3.14: Miles City CVB enhance funding for CVB marketing efforts.	- X -	John Laney	?	?	+
1.9.3.15: Missoula CVB enhance funding for CVB marketing efforts.	- X	Barbara Ann Neilan	?	?	-
1.9.3.16: West Yellowstone CVB enhance funding for CVB marketing efforts.	- X	Marysue Costello	?	?	+
1.9.3.17: Whitefish CVB enhance funding for CVB marketing efforts.	8	Jan Metzmaker	?	?	+
1.9.4: Provide technical assistance and resources to bolster the capacity of local arts and historical		Kim Ramuta	_		+.
organizations and facilities, to help them increase funding for programming, maintenance, and operations.	0	Tum ramata	0	1	ľ
1.9.4.1: MHS provide technical assistance and resources to bolster the capacity of local arts and historical	0	Kim Ramuta	?	?	
organizations and facilities, to help them increase funding for programming, maintenance, and operations. 1.9.4.2: MAC provide technical assistance and resources to bolster the capacity of local arts and historical		Victor Bjornberg	_		+.
organizations and facilities, to help them increase funding for programming, maintenance, and operations.	0	violor Bjornborg	O	1	ļ
1.10: Build an effective "team" to implement the Strategic Plan, and report results.	0	Victor Bjornberg	0	1	١
1.10.1: Recognize Travel Montana as the "Team Captain" to communicate regularly with partners, and	0	Victor Bjornberg	О	1	ł
coordinate successful implementation of the actions in the Strategic Plan. 1.10.2: Create public/private/tribal partnerships for cooperative project implementation.	ŏ	Victor Bjornberg	Ø	1	ı
1.10.2.1: Custer Country create public/private/tribal partnerships for cooperative project implementation.	8	Nick Mann	?	?	ľ
1.10.2.2: Glacier Country create public/private/tribal partnerships for cooperative project implementation.	8	Racene Friede	?	?	+
1.10.2.3: Gold West Country create public/private/tribal partnerships for cooperative project implementation.	_	Sarah Bannon	?	?	+
1.10.2.4: Missouri River Country create public/private/tribal partnerships for cooperative project	_	Carla Hunsley	?	?	
implementation.	0	·			\perp
1.10.2.5: Russell Country create public/private/tribal partnerships for cooperative project implementation.	0	Gayle Fisher	?	?	
1.10.2.6: Yellowstone Country create public/private/tribal partnerships for cooperative project	0	Robin Hoover	?	?	
implementation. 1.10.2.7: Big Sky CVB create public/private/tribal partnerships for cooperative project implementation.	ŏ	Marne Hayes	?	?	+
1.10.2.8: Billings CVB create public/private/tribal partnerships for cooperative project implementation.	 8	Joan Kronebusch	?	?	H
				١.	1

Objective or Strategy	Creation Status	Owner	Revi	ew S	tatus
1.10.2.10: Butte CVB create public/private/tribal partnerships for cooperative project implementation.	0	Sara Rowe	?	?	?
1.10.2.11: Flathead CVB create public/private/tribal partnerships for cooperative project implementation.	0	Diane Medler	?	?	?
1.10.2.12: Great Falls CVB create public/private/tribal partnerships for cooperative project implementation.	0	Sarah Converse	?	?	?
1.10.2.13: Helena CVB create public/private/tribal partnerships for cooperative project implementation.	Ŏ	Mike Mergenthaler	?	?	?
1.10.2.14: Miles City CVB create public/private/tribal partnerships for cooperative project implementation.	Ö	John Laney	?	?	?
1.10.2.15: Missoula CVB create public/private/tribal partnerships for cooperative project implementation.	0	Barbara Ann Neilan	?	?	?
1.10.2.16: West Yellowstone CVB create public/private/tribal partnerships for cooperative project implementation.	0	Marysue Costello	?	?	?
1.10.2.17: Whitefish CVB create public/private/tribal partnerships for cooperative project implementation.	0	Jan Metzmaker	?	?	?
1.10.2.18: MTTA create public/private/tribal partnerships for cooperative project implementation.	0	Latonna Old Elk	?	?	X
1.10.2.19: MTRI/NPS create public/private/tribal partnerships for cooperative project implementation.	0	John Keck	?	?	?
1.10.2.20: MTRI/USFS create public/private/tribal partnerships for cooperative project implementation.	Ö	Margaret Gorski	?	?	?
1.10.3: Implement regular Strategic Plan discussion and reporting mechanisms in a variety of venues to ensure that actual tourism and recreation activities are aligned with Strategic Plan goals and actions.	0	Victor Bjornberg	\otimes	1	М
1.10.4: Streamline the process of reporting marketing plans, projects, and expenditures to the TAC and Travel Montana by Tourism Regions and CVBs.	0	Barb Sanem	?	?	<
1.10.5: Obtain strategic research to inform tourism marketing, development, and policy decisions, and disseminate results and implications.	0	Christine Oschell	0	1	L
1.10.5.1: Continue to conduct research about resident and nonresident travelers in Montana to determine progress on Strategic Plan objectives.	0	Christine Oschell	0	1	L
1.10.5.2: Purchase research about national/international tourism, recreation, and related trends from sources	0	Pam Gosink	0	1	L
1.10.5.2.1: Travel Montana purchase research about national/international tourism, recreation, and related trends from sources such as the US Travel Association (USTA), Smith Travel Research, Forrester, Global Insight, etc.	0	Pam Gosink	0	t	L
1.10.5.2.2: ITRR purchase research about national/international tourism, recreation, and related trends from sources such as the US Travel Association (USTA), Smith Travel Research, Forrester, Global Insight, etc.	0	Christine Oschell	?	?	?
1.10.5.3: Continue regular monitoring of Montanans' opinions about tourism and recreation.	0	Christine Oschell	0	1	L
1.10.5.4: Disseminate tourism research reports to partners statewide.	0	Christine Oschell	0	1	L

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